AL. 2-1986-180

MAKING A PARK BROCHURE

PARK OPERATIONS SERIES

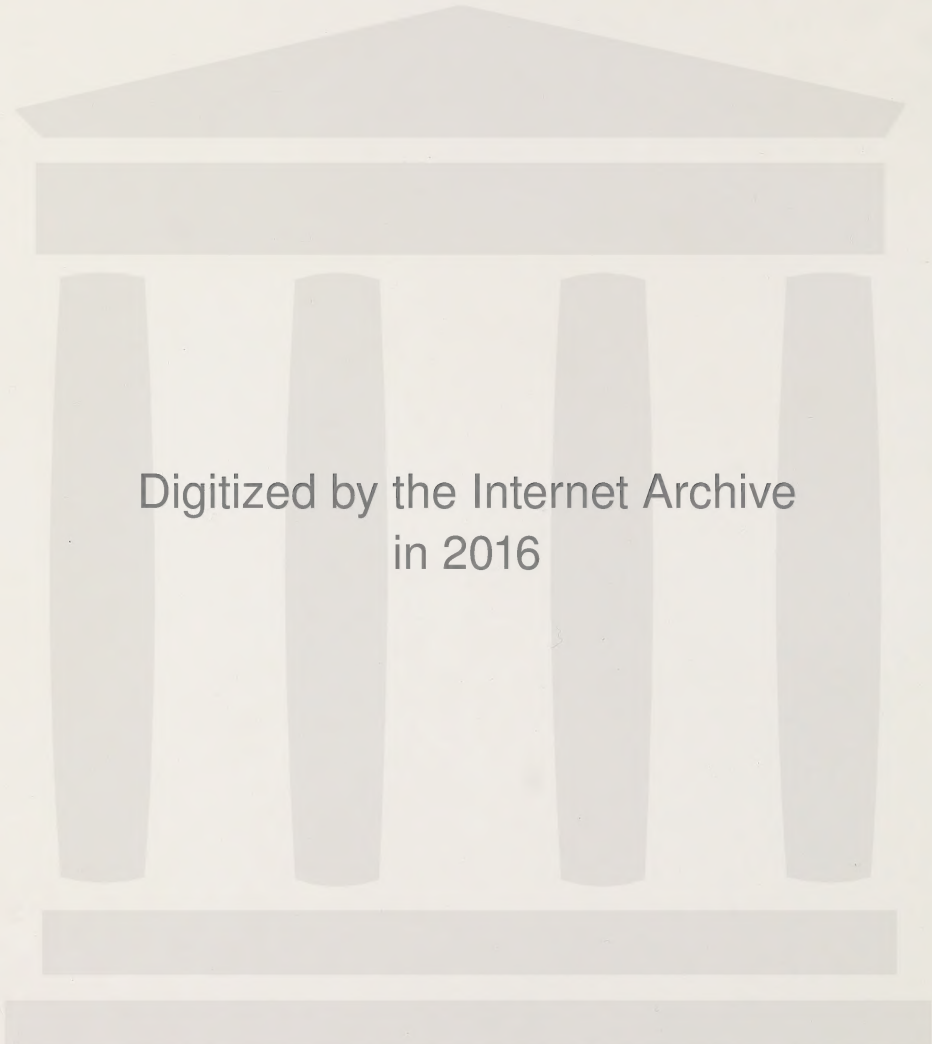
Alberta

RECREATION AND PARKS

Recreation Development Division

PRN 8420852

SHOUT
SHARE
IT


Digitized by the Internet Archive
in 2016

https://archive.org/details/makingparkbrochu00albe

CANADIANA
OCT 12 1988

MAKING A PARK BROCHURE

Disclaimer of Liability for Use of Documents

Anyone making use of this document is advised that the Government of Alberta disclaims liability for any claims, actions, demands or suits which may arise by reason of any person relying on the information contained in this document, and more particularly, without limiting the generality of the foregoing, the government disclaims liability for the appropriateness or accuracy of the within guidelines, details, or specifications for any project.

In plain English, this document provides you with a variety of recreation facility ideas. None of the drawings are intended for construction purposes. The designs come from various sources and do not represent Alberta government standards.

Alberta
RECREATION AND PARKS
Recreation Development Division

July 1988

880802

CONTENTS

Introduction 1

Why do one? 1

What to put in it 2

Getting organized 2

What are your needs? 3

Know the budget 3

Make friends with the printer 4

Content 4

Layout 6

Words 8

Titles 8

Text 9

Artwork 10

Paste-up 12

Publications 13

- The Focus Series 13
- Park Design Series 13
- Indoor Facility Manuals 14

MAKING A PARK BROCHURE

INTRODUCTION

Fold a piece of paper twice, like a letter, and you have a six-page brochure! Six prime opportunities to tell visitors about your park and the people who run it. And, it can be a great introduction to your community.

Brochures are like a friendly guide. They show visitors how to get the most out of their stay—how to use the park safely and smartly. They are a friendly welcome to a new place.

This short booklet will show you simple ways to make brochures that look good and get the message across. It's a how-to guide for people with low budgets but high energy, with little experience but lots of good ideas.

WHY DO ONE?

A park brochure is a good way of giving three kinds of messages: hospitality, information and promotion.

Here are 11 ways a brochure can work for you:

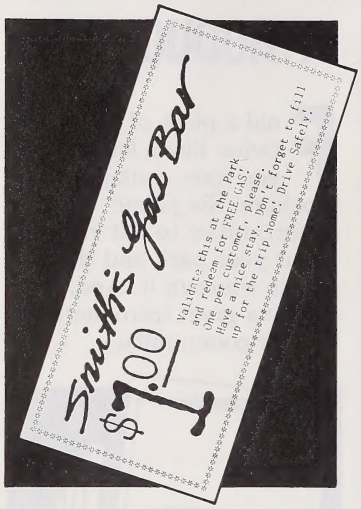
- Provide a warm welcome
- Show how to get to and around the park
- Serve as a handy guide to park facilities, services, recreational opportunities and programs
- Look after visitors' basic needs, telling them what they need to know to use the park
- Show off the park and tell visitors things that might make their visit more interesting
- Make a personal link with each visitor
- Are on the job 24 hours a day, when staff can't be there
- Guide visitors to emergency services
- Promote tourism, longer and more frequent visits and the spending of more tourist dollars
- Highlight other tourist attractions and services in the area
- Be a souvenir to take home

A brochure makes the visitor more appreciative of the park and a more respectful user. A simple, well-done brochure says a lot about the park and the people who run it.

WHAT TO PUT IN IT

Here's a checklist of the kinds of things brochures contain. Remember, each brochure is different because each park is different.

- ☐ Park name and logo
- ☐ Words of welcome
- ☐ Map showing where park is located and how to get there
- ☐ Map showing park layout and recreational opportunities
- ☐ Campground map
- ☐ Written description of what the park has to offer
- ☐ Schedules for park programs
- ☐ Hours and seasonal schedule for park and park facilities
- ☐ Park fees
- ☐ Park rules
- ☐ Safety tips and how to reach emergency help
- ☐ How the park was created and who runs it
- ☐ Local history note
- ☐ Natural history note
- ☐ Guide to local tourist attractions and services (gas, groceries, etc.)
- ☐ Advertising or acknowledgement of brochure sponsor(s)
- ☐ How to get more information about the park
- ☐ Promotional coupons redeemable for tourist services
- ☐ Camper self-registration instructions and forms or pay envelope
- ☐ Visitor survey or suggestion form


Smith's Gas Bar
$1.00
Validate this at the Park
and redeem for FREE GAS!
One per customer, please.
Have a nice stay. Don't forget to fill
up for the trip home. Drive Safely.

Keep these rules of thumb in mind from the very beginning:

- Keep it simple
- Be short and to the point
- Resist the urge to put **everything** in it
- Say it with pictures if you can
- A well thought out, carefully produced brochure works best

GETTING ORGANIZED

You could probably make a brochure on your own, but working with others spreads the workload and adds other people's talents, ideas and creativity.

One person may be required to coordinate the project, to keep the job moving along and to act as a contact person.

Try to involve people with expertise in writing, artwork and production.

One person may be able to do several jobs—do the artwork and look after the layout during production, for example.

If you're not involved in running the park, make sure you involve someone who is.

WHAT ARE YOUR NEEDS?

Think ahead. Figure out how the brochure can best do its job.

- Who needs the brochure?
- How will it be distributed, used and stored?
- Where will it be read?
- Do you want it kept or thrown out?

Why is the brochure being done? Is it to help staff manage the park, for the visitors' benefit, to lure tourists to use commercial services nearby or for all of these reasons?

How will the brochure be distributed? Will it be at the local travel information centre, by mail or in a counter-top brochure dispenser? Will it have to fit a particular size brochure rack, a glove compartment or someone's back pocket?

It may have to be read by the light of a weak camping lantern or the light inside a vehicle.

Will the brochure be a keepsake worth looking at again or will it become just more garbage?

Bend a piece of plexiglass to make a counter-top brochure holder

KNOW THE BUDGET

How much money do you have for the brochure project? Do you need more? Where will it come from? Have you tapped these potential sources:

- Park revenues
- Service club donation
- Chamber of Commerce
- Local businesses

Donated labour is as good as money in the bank! Shop around for help, and find good ways to say thank you.

- Could your brochure become a school project?
- Can a youth organization like Guides, Scouts or 4-H become involved?
- Will the local printing shop or newspaper office help out?

Try to identify the areas where you're going to need help. Budgeting for some professional help with the writing, editing, artwork or overall design won't cost much and can make for a much stronger product. Why not get a few estimates before pushing ahead?

MAKE FRIENDS WITH THE PRINTER

The printer shouldn't be the last one to find out about your project. Talk over your ideas, needs and budget with the printer, and compare the pros and cons of the two main printing options:

- Photocopying (Xerox, etc.)
- Offset printing

Photocopying is widely available and gives very satisfactory and economical results for however large or small the number of brochures you want to print (print runs). Quality varies from place to place and from day to day.

Offset printing costs more and requires the help of professionals, but it gives economically consistent high quality results for large print runs.

Desk-top publishing is a new twist. It uses expensive computer software and high quality dot-matrix or laser printers to create a master that is then photocopied. It puts at your fingertips an amazing variety of typefaces, computer art and text-editing options. There's probably a computer user in your community who might know something about this technology!

The printing option you choose will have a big impact on the brochure:

- Cost (total and per unit)
- Print run (number printed)
- Quality
- Paste-up requirements for original text and artwork

Befriending your printer early on ensures the best end product with a minimum of wasted time, energy and money.

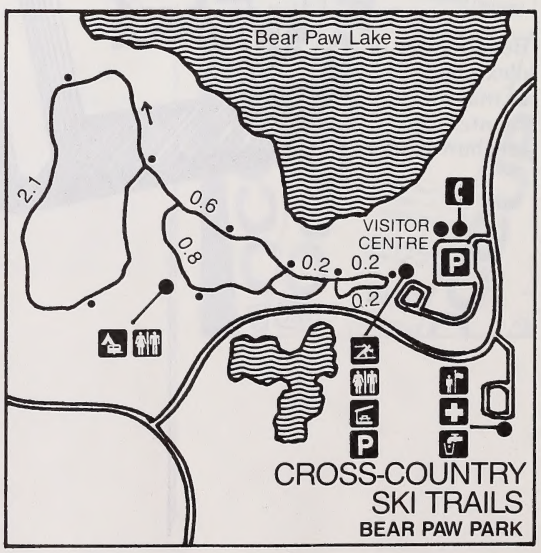
CONTENT

Put your ideas about content on paper. Think about what **must** be included and what **might** be included. Here's a sample list:

Must Include	Might Include
• park name and logo	• fee schedule
• park hours	• park history
• road map	• nature notes
• park layout	• words of welcome
• regulations	• location of best fishing holes
• who operates the park	• name of park caretaker
	• safety tips
	• ads

Next to each of these points, make a note of **how** you might say it—with words?, with a map?, with a picture? Be creative.

Symbols save words



Fishing - Olds 1919
(Provincial Archives of Alberta)

Illustrations save on wordy explanations.

Who will produce the content? What will your sources be? Some ideas:

Text
- existing publications
- local writers and reporters
- local histories
- samples from similar parks

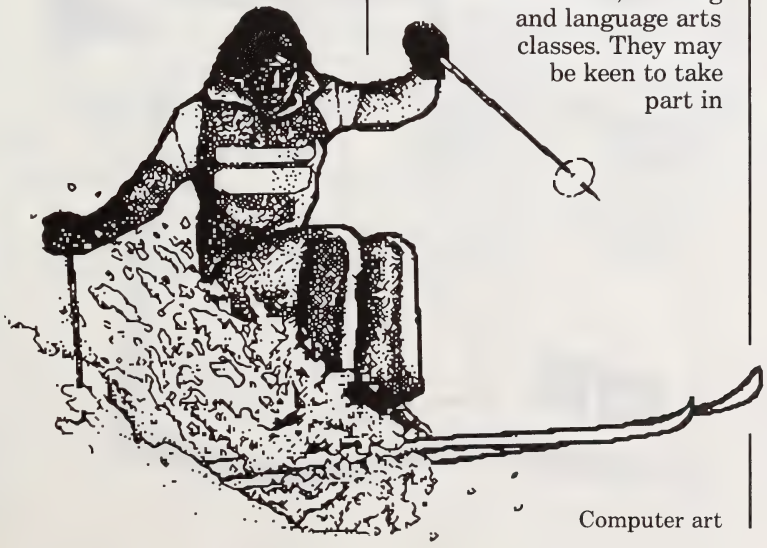
Artwork
- local artists
- students and teachers
- local and provincial archives
- computer art
- objects from nature
- existing publications

Explore the possibilities of using school teachers and students in art, drafting and language arts classes. They may be keen to take part in a real life project. And, don't forget to consider drawing on the expertise of local seniors.

Avoid copyright problems when using existing publications, but don't be afraid to ask. Nonprofit organizations are often allowed one-time rights, provided the source is acknowledged with a credit line and the brochure is given away free.

Archival collections include a wide range of fascinating photographs and documents. Collections are well indexed, copies are inexpensive and a credit line will be required. An old photo is a powerful way of getting across a sense of the past.

Take advantage of a wide variety of text and artwork sources, but make selections that will work in harmony. You won't want a brochure that looks thrown together.



Computer art

LAYOUT

Fold a white piece of paper into the shape and size you want, to make a mock-up or dummy brochure.

Use the mock-up to sketch out ideas for the placement of text and artwork. Each folded section becomes a brochure page or panel. Pick a horizontal or vertical format, a front and a back and know which panel becomes the cover.

Photocopy shops will do a machine fold for a few cents a brochure. Some standard folds:

Letter fold (6 pages)

Accordion fold (6 pages)

Two parallel folds (8 pages)

Accordion fold (8 pages)

Accordion fold with lip

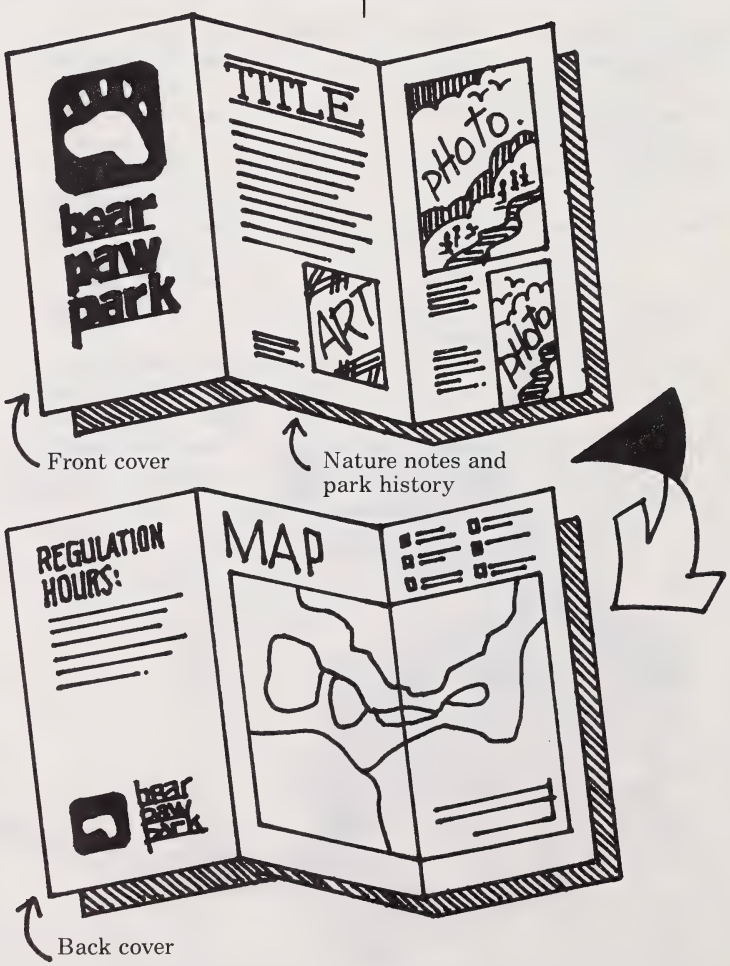
Half fold (4 pages)

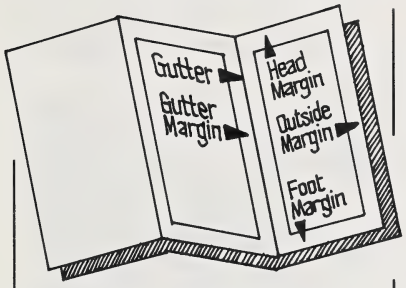
Use a pencil to sketch out ideas for the placement of text and artwork.

Make a collection of park brochures picked up in your travels. How have they done it? Use their good ideas!

Keep the cover simple. About all that should be on the cover is the park name and a logo or design. People judge a book by its cover, so make a good first impression.

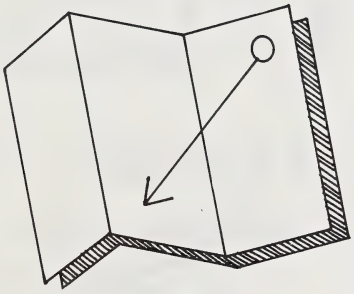
Leave plenty of room for margins. Almost 50 per cent of a good layout is blank white space! The margins provide eye relief and draw attention to the text and artwork.



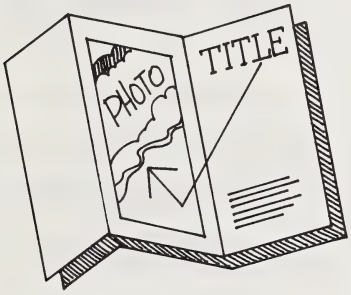


Mind the "gutter" along all fold lines.

The reader's eye follows a natural path on the brochure. Plan your layout to take advantage of this and to hold the reader's attention.

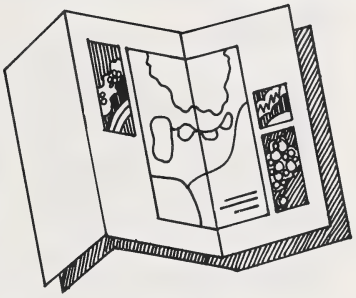


Natural eye path



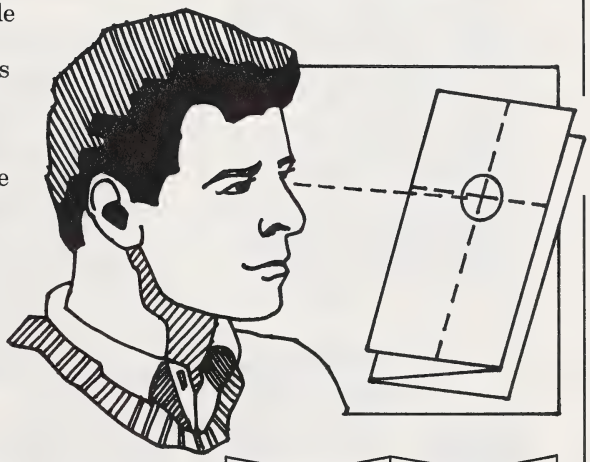
Guide the eye by design

A group of different size visuals is more eye-catching than scattered ones.

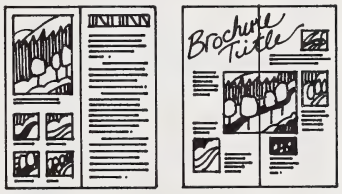


Big means dominant and important. Large spaces may need to be saved for maps and park layouts.

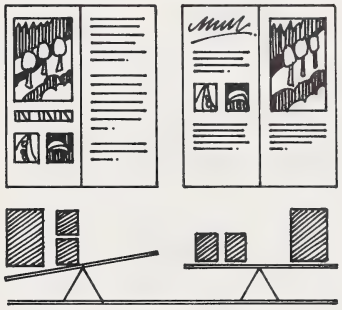
A comfortable centre point on the page is not dead centre but about three-eighths of the way down.



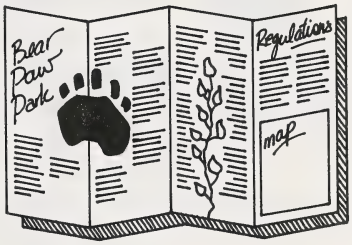
Be playful. But, don't let the design grab all the attention.



A rigid, regular layout is boring.



A balanced layout feels right and is pleasant to read because the shapes and sizes work together.



Break up large blocks of text. Try to say the same things with fewer words, or add an element of visual relief. Give the eye a break!

The end panel is good for tear-off coupons and forms. Don't lose anything important on the reverse side. Inserts can also be used. They're easy to remove and can be readily updated.

WORDS

Brochures have words in the text, titles, captions and as part of the illustrations.

Some writing tips:

- Wordy means wasted. Edit out unnecessary words to add punch to the text
- Be friendly
- Read it out loud to see if it makes sense
- Keep sentences and paragraphs short
- Use everyday words and avoid words with too many syllables
- Proofreed, poofread, proofread
- Use headings—they help organize what you say and give eye relief

TITLES

Handwriting is good for titles but hard to read as text. Write quickly to capture gesture and flair. Try out different pens on different papers—try a black flow pen on pebble board or paper towel.

Enlarge or reduce the results on a photocopier to fit just right in the layout.

DON'T OVERUSE CAPITALS FOR TEXT, SAVE THEM FOR TITLES.

Choose a big point size for an important title or park name. Smaller sizes can be used for inside titles or less important headlines.

Typed titles can be enlarged as much as you want with a photocopier.

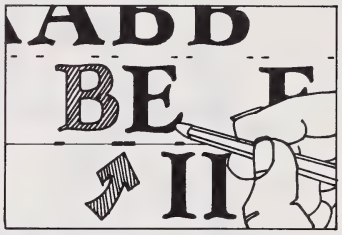
Bear Paw Park

Dry-transfer letters are also good for titles. They're sold at art stores under names like Letraset, Geotype and Mecanorma. Rubbing on more than one or two words requires practice.

Here's how to apply dry-transfer letters:

Press letter in place with finger tip

Rub letter on



Butt lines for next letter

Draw light blue lines to guide letter placement. Light blue colors won't photocopy. Lay the protective backing sheet over the letters and burnish them to improve the final bond.

Errors can be carefully removed with a piece of masking or mending tape.

TEXT

There are many typefaces available, and within each typeface you can buy various heights and weights.

Pick a typeface that's easy to read and well suited to your subject and park image.

Brush Script

Helvetica Bold

OPTIMA MEDIUM

Souvenir

The height of a letter is measured in points, with 72 points to the inch.

Width is measured in picas, at six to the inch.

Weight refers to boldness; how thick or thin the letter looks.

Helvetica Condensed Italic

Helvetica Extended

Helvetica Bold

Helvetica Bold Italic

Helvetica Bold Condensed

Text can be typeset at a printers, set up on a computer or done on an electric typewriter.

Use standard print elements like you would read in a book (Pica, Elite, Courier or Letter Gothic). Script and italic elements can be hard to read.

Use a photocopier to reduce regular typed copy by 10 per cent. It looks a lot better and saves space.

Avoid awkward spaces between letters, words and lines. Use a ragged right or justified margin. A ragged right margin looks as though it was typed. A justified margin has all the lines ending in the same place by having extra spaces inserted between the words.

Hypothermia, the lowering of body temperature, is caused by exposure to the cold. As the body cools, it loses the ability to function normally.

Watch for signs of hypothermia even on warm days. Initial symptoms are shivering, confusion and clumsiness.

Ragged right

Hypothermia, the lowering of body temperature, is caused by exposure to the cold. As the body cools, it loses the ability to function normally.

Watch for signs of hypothermia even on warm days. Initial symptoms are shivering, confusion and clumsiness.

Justified

Use 10 or 12 pitch (number of characters per inch) and don't crowd the letters!

Be creative.

ZZZZZZZZZZZZZZZZZZZZZZZZZZZZZZZZ

****

%%%%%%%%%%%%%%%%%%%%%%%%%%%%%%

vvvvvvvvvvvvvvvvvvvvvvvvvvvvvvvv

++++++++++++++++++++++++++++++++

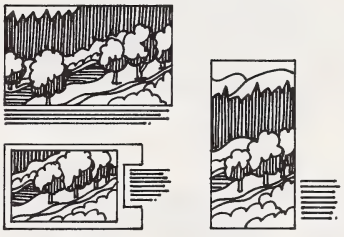
oooooooooooooooooooooooooooooooo

SSSSSSSSSSSSSSSSSSSSSSSSSSSSSS

A TYPEWRITER CAN MAKE HEADLINES!

Type a clean copy for pasting up on the master. Corrections sometimes show up on the photocopy.

Keep captions with their pictures—usually below or to the right. Find a way to tie them in. Ragged right captions are good because they seem to grow out of the picture.



Labels on maps and diagrams should not crowd or cover up the visual information.

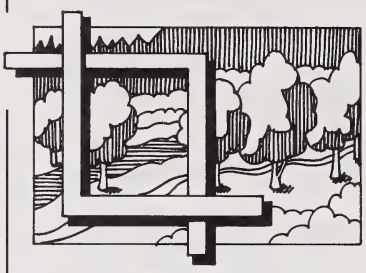
ARTWORK

What isn't words is artwork, including logos, maps, drawings, photos, borders and arrows.

A logo symbolizes the park and can be used on items like hats, pins, signs, T-shirts and brochures.

Photographs can be hard to copy. You may need a PMT (photo-mechanical transfer) or dot screen to get a suitable reproduction. Talk to your printer about the best density dot screen to use or about getting a PMT made.

All photographs should be cropped courageously. Crop out anything that's not absolutely required. A simple-to-make template helps frame the cropping before you cut.



Photocopy a photograph, then make a copy of the copy. With touching up, it may be more usable because contrast increases with each successive generation of photocopy.

Black ink drawings on white paper photocopy best. Do the original artwork at a larger scale, then reduce it to fit. Pencil doesn't photocopy well.

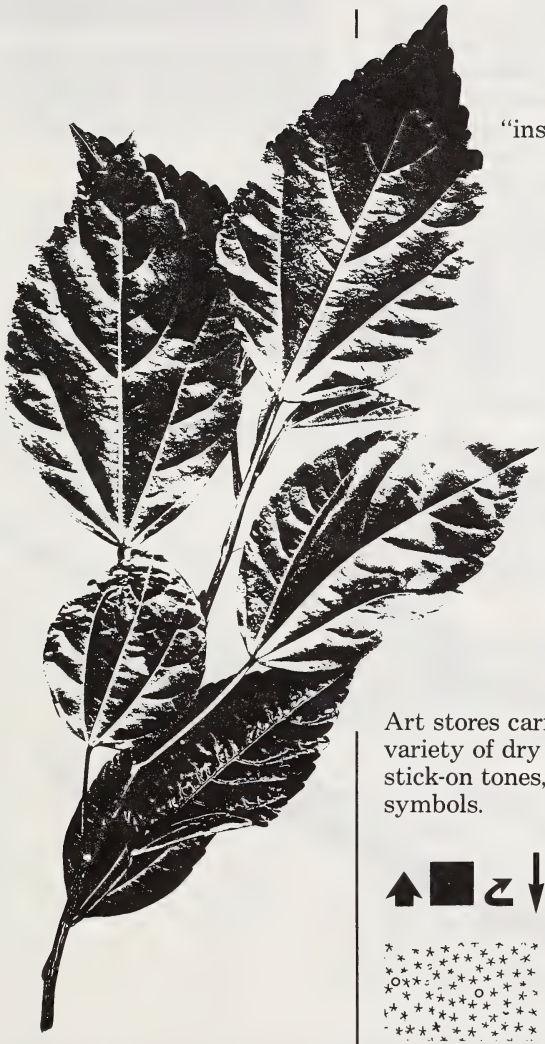
Indian Pictograph Park

Logos should be simple, significant and solid. A black, isolated shape photocopies well and keeps its look if enlarged or reduced.

Kananaskis Country

Too big a black area will become blotchy on the photocopy.

Drawings and logos make good school projects and contests.

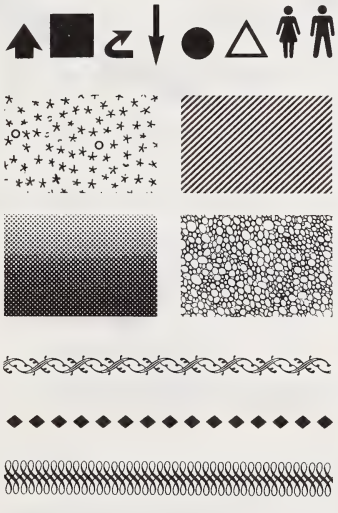


Try photocopying natural objects for "instant" artwork. Feathers, local crops, dried twigs, native grasses and leaves all copy well.

(Provincial Archives of Alberta)

Try photocopying your brochure on colored paper. Use soft tones that won't clash. Color paper may cost a penny a page extra or have to be specially ordered.

Art stores carry a wide variety of dry transfer and stick-on tones, patterns and symbols.



Ignore the margins sometimes and bleed or run the artwork right off the edge of the page.

PASTE-UP

Paste-up is putting it all together. You need a clean table and the basic tools: scissors, correction fluid ("white out"), ruler, glue stick and a blue nonphoto pencil to mark what goes where.

Paste-up on 70 lb. white bond paper or light-weight white cardboard the same size as the brochure. Each side of the unfolded brochure is pasted-up as a separate master.

Paste-up following the final version of your layout sketch. Draw all the margins with the blue pencil. Or, draw a grid of horizontal and vertical lines across the blank pages to help guide the placement of artwork and text. This is the way the pros do it. Lining everything up gives a clean, quality look to the layout, and the blue lines disappear on the copy.

Place the cutout artwork and text on the pages according to your preferred layout. How does it look? Does it all fit? Make final adjustments to get a layout you're satisfied with **before** pasting things down.

Glue sticks take the mess out of paste-up.

Overlap cutlines or separate them by about one centimetre. Butted cuts or cuts taped from below create shadows that show up as black lines on the photocopy.

When all cutouts of artwork and text have been glued down, you may want to spray the masters with a protective matte coating available at art stores. A light coating applied from about a foot away helps keep things glued in place and protects the master from getting smudged.

The coating will make some inks bleed, so test a sample first!

All dry transfer lettering should be sprayed with protective coating.

Photocopy test your pasted-up master. Place it face down on the glass and close the lid, or cover it over with a larger piece of white paper. Don't machine feed a master—a copier will eat the cutout pieces as they come unstuck!

Use correction fluid to touch up unwanted specks and lines on the master. Blotchy blacks can be carefully filled in with a fine-tipped black felt pen.

Brochures can be revised and updated every year or so by pasting in replacement artwork and blocks of text. Always make new copies of the brochure from original masters, never from an old copy.

Protect the masters with sheets of tracing paper hinged over them. Store them flat between pieces of cardboard and in a safe place. Everything will come unstuck if the masters are rolled.

Don't let all of this information scare you off. Take it one step at a time and pretty soon you'll feel like a brochure pro.

PUBLICATIONS

The Community Recreation Facilities Section makes available to the public manuals and blueprints concerning the design, operation and maintenance of recreation facilities. This service is provided at no charge. For copies, contact the Section (address and telephone number on back cover) or our regional recreation office.

THE FOCUS SERIES

These manuals contain practical, up-to-date information designed to help individuals and groups bring their vision for outdoor recreation facilities into focus.

- Play Space Planning
- Play Space Construction
- Play Space Maintenance
- Play Space Safety
- Play Space Ideas
- Recreation Trails
- Tennis Courts/Outdoor Rinks
- Downhill Ski Area Planning and Operation
- Cross Country Ski Trails
- Ball Diamonds (not yet available)
- Park Development
- Making a Park Brochure

PARK DESIGN SERIES

This set of large format blueprints contains a wealth of useful ideas, methods and designs on how to plan and build various outdoor recreation facilities. Those currently available are:

- Campgrounds
- Signs
- Playgrounds
- Landscaping (3 sheets)
- Vehicles in Parks
- Boat Launches
- Trails
- Accessibility for the Handicapped

INDOOR FACILITY MANUALS

These useful manuals cover a wide range of indoor recreation facilities.

Swimming Pools

- Facility Fundamentals: Swimming Pools
- A Guide to Swimming Pool Policies and Procedures
- Standard of Practice for Swimming Pools
- Outdoor Swimming Pool Renovations
- Indoor Swimming Pools: Humidity Caused Problems and Suggested Solutions
- Minimum Recommended Standards for Public Whirlpools
- Spas and Hot Tubs
- Minimum Standard for Residential Spas and Hot Tubs
- Pool/Spa Operator's Handbook
- Swimming Pool Preventive Maintenance Procedures

Arenas

- Making Artificial Ice Surfaces
- Maintaining Artificial Ice Surfaces
- A Comparative Analysis of Artificial Ice Systems
- Indoor Ice Arenas: Humidity Caused Problems and Suggested Solutions

Facilities

- Fabric Structures: Alternatives for Community Recreation Facilities
- Acoustics in Recreation Facilities - Design Guidelines
- Operating Costs for Arenas and Community Halls
- Feasibility Studies for Recreation Facilities
- Owner's Guide to Maintaining Steel Recreation Buildings

Energy

- Total Energy Management: A Practical Handbook on Energy Conservation and Management
- Ice Rink - Energy Conservation in Skating Rinks
- Energy Management

General

- Selecting and Working with Consultants for Recreation and Parks Projects
- Reserve Funds
- Cost Revenue Squeeze
- Operational Overviews: Path to Organizational Fitness
- A Guide to Computer Use in Leisure Services
- Joint Services in Municipalities - 5 Case Studies
- Preparing a Training and Development Policy - A Guide for Municipalities

N.L.C. - B.N.C.
3 3286 08400861 0

Community Recreation Facilities Section
Community Recreation Branch
Alberta Recreation and Parks
9th Floor, Standard Life Centre
10405 Jasper Avenue
Edmonton, Alberta
T5J 3N4

Telephone: 427-4471